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The Fifth Estate

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Broadcasting Jun 15

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56th Year, 1987

1987-88 guide to upfront

Vol. 112 No. 24

Broadcasting ↯ Jun 15

License renewal bill nearing critical mass
Uproar over NAB's syndicated exclusivity letter
Upfront advertising market ready to break

ON THE EDGE □ Network television's upfront advertising is poised to break with networks waiting for NBC to take the lead. **PAGE 35.**

WEEK TWO □ Syndicated exclusivity letter written by NAB President Eddie Fritts heats up discussion on issue. **PAGE 37.**

BEST FOOT FORWARD □ Attendees at Broadcast Promotion and Marketing Executives & Broadcast Design Association are reminded how their efforts can help a station's ratings and the bottom line. **PAGE 39.**

ABC STRATEGY SESSION □ TV network executives meet with affiliates in Los Angeles to spell out fall plans, calm fears and boost morale. **PAGE 42.** Stoddard reviews fall lineup. **PAGE 43.** Arledge reviews news department cuts and accomplishments. **PAGE 44.** Network will cut back compensation to 16 affiliates. **PAGE 44.** Swanson tackles sports plans. **PAGE 44.** Sias admits to D+ performance in May sweeps. **PAGE 45.** Network has high hopes for new 11 a.m.-noon *Home Show*. **PAGE 45.**

TIMES TWO □ Schenectady, N.Y., public television operation buys independent station in Albany and will air additional PBS programing in same market. **PAGE 47.**

JOINING IN □ American Women in Radio and Television join list of groups boycotting Florida over ad tax issue. **PAGE 51.**

EARLY LINE □ Arbitron's ScanAmerica people meter report for Denver show viewing levels up over last year's diary numbers. **PAGE 52.**

BATTLE CRY □ American Advertising Federation uses Orlando, Fla., convention site to blast state's 5% tax on advertising. **PAGE 53.**

CONSUMER ITEMS □ Stereo TV, video CD's, DAT technology, Super VHS among hot items at Consumer Electronics Show. **PAGE 55.**

NEWS REVIEW □ NBC News reorganizes division, creates task forces to study efficiency. **PAGE 58.**

ENDURANCE TEST □ ABC pulls off four-hour *Nightline* with nary a hitch. **PAGE 58.**

BUSINESS NEWS □ FACS/Ford seminar examines journalistic reporting of economics and business. **PAGE 59.**

STAY DENIED □ Appeals court turns down request to stay must carry rules, allowing the rules to go into effect. **PAGE 66.**

TELETEXT DECISION □ Supreme Court backs ruling that fairness doctrine isn't written into the law. **PAGE 67.**

BROADCAST ORIGINAL □ Leo Rosenberg was in the right place at the right time and went down in history for broadcasting the Harding-Cox election returns. Last week the lifelong broadcaster, promotion and advertising executive was elected into the BPME Hall of Fame. **PAGE 87.**

INDEX TO DEPARTMENTS

Advertising & Marketing 52	**Editorials** 90	**Journalism** 58	**Riding Gain** 62
Business Briefly 18	**Fates & Fortunes** 83	**Law & Regulation** 66	**Stock Index** 54
Cablecastings 10	**Fifth Estater** 87	**The Media** 47	**Syndication Marketplace** ... 50
Changing Hands 64	**For the Record** 69	**Monday Memo** 32	**Technology** 55
Closed Circuit 9	**In Brief** 88	**Open Mike** 30	**Telecastings** 46
Datebook 26			

INDEX TO ADVERTISERS: American Federation State County Municipal Employees 29 □ American Railroads, Assn. of Third Cover □ Americom 6, 66 □ Associated Press Broadcast Services 20-21 □ Blackburn & Co., Inc. 64 □ Blair Entertainment Second Cover/3 □ Buena Vista Television 4-5 □ Chapman Associates 70 □ Classified Ads 74-82 □ Coca-Cola Telecommunications 43, 45, 47, 49 □ Gammon & Ninowski Media Investments, Inc. 69 □ Harris Corp. 24-25 □ Katz Hispanic Television Sales 11 □ H.B. La Rue Media Brokers 67 □ Lorimar 12-13 □ R.A. Marshall & Co. 68 □ MCA TV 8 □ Multimedia Entertainment Front Cover □ National Assn. of Broadcasters 28, 30 □ The Newsfeed Network Fourth Cover □ Paine Webber, Inc. 23 □ Peregrine Film Distribution, Inc. 31, 33 □ Professional Cards 73 □ Cecil L. Richards, Inc. 65 □ Satellite Music Network 15 □ Services Directory 72 □ SONY Broadcast 16-17 □ Howard E. Stark 26 □ D L. Taffner/Ltd. 27 □ Telecom Broadcasting, Inc. 14 □ 20th Century Fox Television 19 □ WesternWorld Television 34 □ World Wide Bingo, Inc. 10

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Syndication Marketplace

NATPE International has chosen New Orleans for its 1990 and 1991 program conferences. Miami had originally been selected for those dates, but was later canceled unanimously by the NATPE board as a result of Florida's tax on advertising.

King World will cancel *Nightlife starring David Brenner* following the final episode in its 52-week contract with stations, ending in September. *Nightlife* premiered last fall and has averaged ratings of between one and two since then. King World also announced that it is developing a game show strip based on the Parker Bros. board game, "Monopoly," for airing on a network.

Columbia/Embassy has began marketing *Who's the Boss* in earnest, following the network affiliate meetings, with presentations to stations in Chicago. Columbia/Embassy Television recently cleared *Who's the Boss* on KTVK(TV) Phoenix for a price sources put at $63,000 per week. C/E's minimum in that market was $37,000.

Multimedia's *Donahue* has moved in Denver from KCNC-TV to KMGH-TV following a dispute between Multimedia and KCNC-TV. Roger Ogden, vice president and general manager of KCNC-TV, said that the move was the result of "contractual issues" associated with the show's renewal. Ogden also said that the station had received a number of complaints regarding the show's "bizarre subjects" since its move from 9 a.m. to 3:30 p.m. in January. KCNC-TV has carried the show for six years. The station will air either *Little House on the Prairie* or *Love Boat* in place of *Donahue* in early fringe. Multimedia's Tom Shannon, vice president and general sales manager, said that when Multimedia was about to renew the show on KCNC-TV, the station added a number of option clauses to which Multimedia could not agree. Shannon said that the program has done well in the market since it began appearing there. "They did not cancel the show. We did not renew it."

MCA TV Enterprises has cleared a half-hour behind-the-scenes look at the making of the Universal picture, "This Time Its Personal: JAWS The Revenge," in about 40% of the country, according to division president Shelly Schwab. Universal will premiere the movie, which stars Michael Caine and Lorraine Gary, on July 17. Stations will air the special between July 13 and 24. It is cleared on a barter basis with four minutes for stations, and three minutes for MCA. The special will also coincide with MCA promotion involving three-page gatefold advertising in *TV Guide*, nationwide contests, and point-of-purchase displays. The special will be produced by George Zaloom, who created behind-the-scenes specials of "Beverly Hills Cop II" and "The Secret of My Success." Schwab said that MCA Inc.'s Universal Pictures and MCA TV do not often tie TV specials to movies, although there have been some exceptions, notably "Jaws III" and "The Best Little Whorehouse in Texas." "Because we do them so infrequently, they do well," he said. Schwab said that he expects *This Time Its Personal: JAWS The Revenge* to clear 80% of the country.

Baruch Television Group will bring back two specials, *Everything You Wanted to Know About Taxes* and *A Very Special Art Story Continues*, next year. *Everything You Wanted to Know About Taxes*, a pre-April 15 special hosted by Jack Klugman and produced by the IRS, appeared on 55 stations and scored a 2.3 national rating. *A Very Special Art Story Continues*, an Easter special hosted by Cliff Robertson and featuring First Lady Nancy Reagan and Pope John Paul II, appeared on 146 stations.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended May 31:

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	15.1/212	97
2.	Jeopardy	12.2/208	99
3.	World Wrestling Fed.	9.7*/207	93
4.	People's Court	8.3/192	96
5.	Oprah Winfrey	8.1/167	96
6.	Entertainment Tonight	6.9*/152	93
7.	New Newlywed Game	6.4/185	94
8.	Hollywood Squares	6.1/153	93
9.	Star Search	5.7*/174	93
10.	Wrestling Network	5.3*/176	84
11.	Mama's Family	5.2*/163	90
11.	21 Jump Street	5.2/109	81
13.	Siskel & Ebert & the Movies	5.0*/156	88
14.	Hee Haw	4.8/214	89
14.	Married...With Children	4.8/109	81

*includes multiple airings

NBC continues summer streak

NBC took the prime-time week ended June 7 with a 13.8 rating and a 25.9 share. CBS came in with an 11.5/21.3, and ABC with a 10.0/18.5. Last year the finishing order was NBC 13.0/24, CBS 12.6/23 and ABC 11.1/20.

NBC also took the evening news race, staying on top with a 10.5/23, ahead of ABC's 9.2/20 and CBS's 9.1/20. It was ABC's second consecutive second-place finish. Last year the news numbers were NBC 10.4/22, CBS 10.1/22 and ABC 10.0/21.

ABC and CBS took only one night each for the week, Tuesday and Sunday, respectively. NBC took the rest.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	26.3/47
2.	Family Ties	NBC	24.9/44
3.	Cheers	NBC	19.8/35
4.	Growing Pains	ABC	18.4/32
5.	60 Minutes	CBS	18.0/38
6.	Who's the Boss?	ABC	17.3/31
7.	Murder, She Wrote	CBS	17.2/33
7.	Golden Girls	NBC	17.2/36
9.	Molly Dodd	NBC	16.4/28
10.	Moonlighting	ABC	16.3/26
11.	News Special	NBC	15.7/28
12.	Amen	NBC	15.3/31
13.	L.A. Law	NBC	15.2/27
13.	Valerie	NBC	15.2/30
13.	Night Court	NBC	15.2/27
16.	Designing Women	CBS	15.1/25
16.	Monday Night Movies	NBC	15.1/26
18.	Newhart	CBS	14.9/25
19.	Movie of Week, Tues.	NBC	14.8/25
20.	NBA Finals, game 2	CBS	14.6/26
21.	Hunter	NBC	14.2/29
22.	Head of the Class	ABC	14.1/26
22.	Matlock	NBC	14.1/28
22.	Miami Vice	NBC	14.1/28
25.	Kate & Allie	CBS	13.9/26
26.	NBA Finals, game 1	CBS	13.8/23
26.	ALF	NBC	13.8/25
28.	Perfect Strangers	ABC	13.6/26
29.	On the Edge	NBC	13.4/26
30.	Cagney & Lacey	CBS	13.3/24
31.	MacGyver	ABC	13.2/23
31.	Equalizer	CBS	13.2/24
33.	Alex: Life of a Child	ABC	12.9/23
34.	My Sister Sam	CBS	12.6/22
34.	Nothing in Common Special	NBC	12.6/22
36.	Sunday Movie	NBC	12.4/22
37.	Me & Mrs. C	NBC	12.3/27
38.	20/20	ABC	12.1/21
39.	Spenser for Hire	ABC	11.9/20
39.	Tony Awards	CBS	11.9/23
41.	Highway to Heaven	NBC	10.7/20
42.	227	NBC	9.8/23
43.	Disney Sunday Movie	ABC	9.6/19
44.	Mike Hammer	CBS	9.5/18
45.	Stingray	NBC	9.1/20
46.	Shell Game	CBS	8.9/15
47.	Mr. Belvedere	ABC	8.8/18
48.	Monday Night Baseball	ABC	8.4/15
48.	Bugs Bunny Special	CBS	8.4/18
50.	Starman	ABC	8.3/17
51.	Sledge Hammer	ABC	8.1/18
51.	Saturday Movie	CBS	8.1/17
53.	Our House	NBC	8.0/15
54.	Scarecrow and Mrs. King	CBS	7.9/14
55.	Bugs Bunny Bustin' Out	CBS	7.8/17
56.	Hotel	ABC	7.7/14
57.	Heart of the City	ABC	7.5/13
58.	Hard Copy	CBS	7.4/15
59.	Sidekicks	ABC	7.3/16
60.	Dallas	CBS	7.2/14
61.	Webster	ABC	6.8/16
62.	Friday Night Movie	ABC	6.7/13
63.	West 57th	CBS	6.6/12
64.	Our World	ABC	6.5/12
65.	Dads	ABC	6.4/13
66.	Gung Ho	ABC	5.7/12
67.	A Team Special	NBC	5.5/12

*indicates premiere episode

New Stations

Applications

AM's

■ Bethel, N.C.—Bethel Radio seeks 660 khz; 10 kw-U. Address: 751 Rockville Pike, Suite 4B, Rockville, Md. 20852. Principal is owned by Peter V. Gureckis. It also owns WBZE(AM) Indian Head, Md., and WDER(AM) Derry, N.H. Filed June 1.

■ Cusetta, Ga.—Kenny D. Hopkins seeks 700 khz; 50 kw-D. Address: 352 Hamilton St., Columbus, Ga. 31909. Principal has no other broadcast interests. Filed June 8.

■ Claremont, Va.—Ultimate High Fidelity Medium seeks 670 khz; 20 kw-D; 5 kw-N. Address: 1822 Jefferon Place, N.W., Washington 20036. Principal Elizabeth Bilby and her brother, Richard, and Harold K. McCombs. It has no other broadcast interests. Filed June 8.

■ Midlothian, Va.—David H. Moran seeks 670 khz; 4 kw-D. Address: 310 Academy St., Salem, Va. 24153. Principal also owns WKBA(AM) Vinton, Va. Filed June 1.

FM's

■ Tucson, Ariz.—William A. Sauro seeks 104.1 mhz; 3 kw; HAAT: minus 31.5 ft. Address: 1616 E. Indian School Rd., Suite 445, Phoenix 85016. Principal also owns KUSK(TV) Prescott, Ariz. Filed May 15.

■ Gainesville, Mo.—Caney Mountain Communications seeks 99.7 mhz; 50 kw; HAAT: 492 ft. Address: P.O. Box 653, 65655. Principal is owned by Kenneth Burnett and his wife, Dora. It has no other broadcast interests. Filed June 1.

■ Macon, Mo.—KLTM Radio Inc. seeks 99.9 mhz; 3 kw; HAAT: 170.5 ft. Address: P.O. Box #188, 63552. Principal is owned by Leland E. Ebert and his family. It also owns colocated KLTI(AM). Filed June 1.

■ Brooklyn, Mich.—Richard James Tolly seeks 105.3 mhz; 3 kw; HAAT: 328 ft. Address: 3 North St., Hillsdale, Mich. 49242. Principal has no other broadcast interests. Filed June 1.

■ Brooklyn, Mich.—Geological Technology Inc. seeks 105.3 mhz; 3 kw; HAAT: 328 ft. Address: 261 East Chicago St., Jonesville, Mich. 49250. Principal is owned by Frank Molinaro and Robert Dunne, who have no other broadcast interests. Filed June 1.

■ Rocky Mount, Va.—WYTI Inc. seeks 99.9 mhz; 3 kw; HAAT: 328 ft. Address: Drawer 430, 24151. Principal is owned by William E. Jefferson, who also owns colocated WTYI(AM). Filed May 29.

New TV

■ Tuskegee, Ala.—Tuskegee Television seeks ch. 22; ERP vis. 5,000 kw; HAAT: 1,199.8 ft. Address: 1000 Grimett Dr., Shreveport, La. 71107. Principal is owned by Wesley Godfrey, who has no other broadcast interests. Filed June 6.

■ Tuskegee, Ala.—Tuskegee Associates seek ch. 22; ERP vis. 5,000 kw; HAAT: 2,000.8 ft. Address: 1059 Bolton Rd., Columbus, Ga. 31906. Principal is headed by Kathy Anderson. It has no other broadcast interests. Filed June 2.

■ El Centro, Calif.—Imperial Valley Broadcasting seeks ch. 7; 316 kw; HAAT: 1,587.5 ft. Address: 149 South Spaulding Dr., Apt. 6, Beverly Hills, Calif. 90212. Principal is owned by Becky Bowie, who has no other broadcast interests. Filed June 2.

■ El Centro, Calif.—SICC Holding Corp. seeks ch. 7; ERP vis. 316 kw; HAAT: 1,417 ft. Address: Box 419126, Dept. 339, Kansas City, Mo. Principal is owned by Hallmark Cards Inc. Filed June 2.

■ El Centro, Calif.—La Paz Wireless Corp. seeks ch. 7; ERP vis. 316 kw; HAAT: 895.4 ft. Address: 232 W. Sixth St., Ontario, Calif. 91762. Principal is nonprofit corp. headed by Armando Novarro. Filed June 2.

■ Twentynine Palms, Calif.—Carter Broadcasting Corp. seeks ch. 31, ERP vis. 65 kw; HAAT: minus 522.3 ft. Address: 312 Stuart St., Boston 02116. Principal is owned by Kenneth Carberry. It is Boston-based group of five AM's and one FM. Filed May 28.

■ Twentynine Palms, Calif.—Twentynine Palms Broadcasting Corp. seeks ch. 31; ERP vis. 5,000 kw; HAAT: 439.5 ft. Address: 6438 Sunrise Rd., 92277. Principal is owned by Antonie Dindo and three others. It has no other broadcast interests. Filed May 29.

■ Longmont, Colo.—Colorado Broadcasters seeks ch. 25; ERP vis. 5,000 kw; HAAT: 1,089 ft. Address: Box 984, Little Rock, Ark. 72203. Principal Jimmy C. Cowsert and George S. Flinn, who have no other broadcast interests. Filed May 29.

■ Williamsport, Pa.—MMM&K Inc. seek ch. 53; ERP vis. 5,000 kw; HAAT: 934.8 ft. Address: 520 W. Fourth St., 17701. Principal is headed by Henry W. Mitchell. It has no other broadcast interests. Filed May 26.

■ Jackson, Mich.—Jackson TV Co. seeks ch. 18; ERP vis. 67.6 kw; HAAT: 269 ft. Address: 964 9th St., No. 3, Arcata, Calif. 95521. Principal is owned by Lawrence H. Rogow and Donald S. Wilson, who have no other broadcast interests. Filed May 26.

■ Bryan, Tex.—Silent Minority Group Inc. seeks ch. 28; ERP vis. 5,000 kw; HAAT: 1,961 ft. Address: Box 3008, 77805. Principal is principally owned by Rodger C. Watkins, who also owns WTAW(FM) College Station, Tex. Filed May 29.

■ Martinsburg, W.Va.—Ralph Albertazzie seeks ch. 60; ERP vis. 3,000 kw; HAAT: 974.1 ft. Address: Route 1, Box 242, Hedgeville, W.Va. 25427. Principal has no other broadcast interests. Filed June 2.

Actions

AM's

■ Carolina Beach, N.C.—Granted app. of Gulfstream Radio for 1180 khz; 10 kw-D. Action May 27.

■ Atlantic Beach, S.C.—Granted app. of Michael B. Glinter for 1190 khz; 690 w-D. Action May 27.

■ Timmonsville, S.C.—Granted app. Timmonsville Radio for 1180 khz; 10 kw-D. Action May 27.

FM's

■ Phoenix—Returned app. of Sun Health Corp. for 89.5 mhz; 3 kw; HAAT: 335.9 ft. Action May 22.

■ San Joaquin, Calif.—Returned app. to San Joaquin Broadcasting for 105.5 mhz; 3 kw; HAAT: 69 ft. Action May 28.

■ Enfield, Conn.—Returned app. Recardo and Novia Foy for 97.9 mhz; 3 kw; HAAT: 480.8 ft. Action May 28.

■ Salisbury, Conn.—Dismissed app. of Salisbury Broadcasting Corp. for 98.1 mhz; 3 kw; HAAT: 288.6 ft. Action May 21.

■ East Jordan, Mich.—Granted app. of Gretchen E. Millich for 100.9 mhz; 3 kw; HAAT: 284 ft. Action June 1.

■ Standish, Mich.—Returned app. of Wireless Media for 96.9 mhz; 3 kw; HAAT: 328 ft. Action June 1.

■ Great Falls, Mont.—Returned app. of Radioworks Inc. for 107.3 mhz; 100 kw; HAAT: 1,015 ft. Action May 29.

■ Wishek, N.D.—Dismissed app. of Mary Verkest for 100.3 mhz; 100 kw; HAAT: 1,000 ft. Action May 29.

■ Lawton, Okla.—Returned app. of Cameron University for 89.9 mhz; 2 kw; HAAT: 462.8 ft. Action May 7.

■ Folly Beach, S.C.—Granted app. Charleston County Wireless Co. for 97.7 mhz; 3 kw; HAAT: 328 ft. Action June 3.

TV's

■ Elko, Nev.—Dismissed app. of Darryl Madlock for ch. 10; ERP vis. 10 kw, aur. 1 kw; HAAT: 143.7 ft. Action May 28.

■ Greenville, Tex.—Dismissed app. of Bill Richard Wright for ch. 47; ERP vis. 413.4 kw, aur. 41.3 kw; HAAT: 1,013.3 ft. Action May 29.

Summary of broadcasting as of April 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,878	170	5,048
Commercial FM	3,959	418	4,377
Educational FM	1,265	173	1,438
Total Radio	10,102	761	10,863
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	467	222	689
Educational VHF TV	113	3	116
Educational UHF TV	197	25	222
Total TV	1,320	273	1,593
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Facilities Changes

Applications

AM's

Tendered

■ KPIK (1580 khz) Colorado Springs, Colo.—Seeks CP to increase power to 10 kw; change TL and make changes in ant. sys. Filed June 5.

■ WCED (1240 khz) Dubois, Pa.—Seeks mod. of lic. to operate trans. by remote control. Filed June 2.

■ WLEE (1480 khz) Richmond, Va.—Seeks MP to reduce hours of operation to day with 5 kw and make changes in ant. sys. Filed June 3.

Accepted

■ WSDS (1480 khz) Ypsilanti, Mich.—Seeks amendment to change city of license to Plymouth Township, Mich. Filed June 2.

■ KWTO (560 khz) Springfield, Mo.—Seeks CP to reduce night power to 4 kw; change TL and make changes in ant. sys. Filed June 5.

■ WSGI (1190 khz) Springfield, Tenn.—Seeks amendment to change freq. to 1100 khz and increase power to 1 kw. Filed June 4.

FM's

Tendered

■ KRRR (88.9 mhz) Temecula, Calif.—Seeks CP to change ERP to 3 kw; change HAAT to minus 150.2 ft. and change TL. Filed June 2.

■ KATM-FM (100.7 mhz) Pueblo, Colo.—Seeks mod. of CP to change TL; change ERP to 13.5 kw and change HAAT to 2,086 ft. Filed June 2.

■ New (90.5 mhz) Fairfield, Iowa—Seeks mod. of CP to change TL. Filed June 3.

■ KJWR (89.9 mhz) Weir, Kan.—Seeks CP to change ERP to 100 kw; change HAAT to 1,000.4 ft. and change TL. Filed June 2.

■ WZVN (107.1 mhz) Lowell, Ind.—Seeks CP to change ERP to 1.29 kw. Filed June 8.

■ WBKY (91.3 mhz) Lexington, Ky.—Seeks CP to change ERP to 100 kw; change HAAT to 984 ft. and change TL. Filed June 2.

■ WSJL (102.3 mhz) Cape May, N.J.—Seeks CP to change HAAT to 305.4 ft. Filed June 2.

■ WFMZ (100.7 mhz) Allentown, Pa.—Seeks CP to change ERP 11.5 kw and change HAAT to 1,047.3 ft. Filed June 3.

■ WWIZ (103.9 mhz) Mercer, Pa.—Seeks CP to change community of license to Sharon, Pa. Filed June 8.

■ WNBT-FM (104.5 mhz) Wellsboro, Pa.—Seeks CP to change HAAT to 499.9 ft. Filed June 2.

■ WAPL-FM (105.7 mhz) Appleton, Wis.—Seeks mod. of CP to change TL and change HAAT to 1,174.2 ft. Filed June 8.

Accepted

■ KYA (93.3 mhz) San Francisco—Seeks CP to change TL; change ERP to 50 kw and change HAAT to 492 ft. Filed June 2.

■ WUGA (91.7 mhz) Athens, Ga.—Seeks mod. of CP to make changes in ant. sys. Filed June 4.

■ WTWR (98.3 mhz) Monroe, Mich.—Seeks CP to change TL; change ERP to 1.4 kw and change HAAT to 465.8 ft. Filed June 2.

■ KIOS-FM (91.5 mhz) Omaha, Neb.—Seeks CP to